

Tepp & Partners' News Flash

07 / 19 / 2007

Update From The Office Chief



Hello!

I have just a few quick updates:

*Programmatic action plans (not marketing action plans) are due on August 1, 2007. Please do not hesitate to contact your TEPP contract liaison for technical assistance.

*Fiscal year 2008 quarterly report forms and site visit forms will be sent to all contractors by the middle of August.

*TEPP is doing its best to process all procurement actions (i.e. sponsorship agreements, etc.) in a timely manner. Procurement matters are generally taking much longer to resolve, due to additional review processes that are now in place. We ask that you please be patient with us!! Thank you!

*Wayne Tormala, TEPP Bureau Chief, began full time work with TEPP on 07/16. Please join us in welcoming WAYNE!

MACTUPP Sponsors “Boomers and Beyond” Cessation Class

A senior center in Queen Creek recently asked the Maricopa County Tobacco Use Prevention Program (MACTUPP) to offer a cessation class. The center advertised the class as a quit smoking class for “50+ only” and titled the course “Boomers and Beyond.” The class begins in late July and, so far, eight people have registered for the course.

The request for the course caused MACTUPP to ask if they should reconsider market segmentations more carefully, i.e. women only, men only, 20 something’s. As a result, MACTUPP is now discussing how they can improve segmentation offerings and how that could lead to improved marketing effectiveness.

-Laurie Thomas, Community Promotions Manager, MACTUPP

ACTUPP Brings Tobacco Education and Awareness Program to Local School

Apache County Tobacco Use Prevention Program (ACTUPP) staff recently attended Tobacco Education Group (TEG) and Tobacco Awareness Program (TAP) trainings in Tempe, Arizona. TEG is a positive alternative to suspension for those caught with tobacco on school property or at school sponsored activities, and is focused on motivating adolescents to move to the preparation and action stages of quitting tobacco. TAP is the tobacco cessation component of the program. It provides information, opportunities for self assessment and challenging weekly assignments to help participants in grades 7-12 quit tobacco. Both programs consist of eight, fifty minute classes.

The ACTUPP staff was excited to bring this program home to our schools. The program was presented to the Round Valley school board on July 10th and they LOVED it. They commented that it was the best program they had seen in a long time. We anticipate that we will be starting the program in Round Valley High School in the fall. Our goal is to implement the program in at least two schools in our county for the 2007-2008 school year.

-Sandy Liston, Program Coordinator, ACTUPP